BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	Unit 13: Market Research for a Start-up Business
Learning aim(s)	**B:** Implement market research activities to meet a specific start-up business' marketing objectives **C:** Review market research findings and make recommendations for a start-up business
Assignment title	Market research in action
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	The local start-up business now wants you to complete some market research on their behalf. They want to start a loyalty scheme to try and encourage more repeat customers. **Problem** The business has seen a slight drop in sales. They don't currently use a loyalty scheme so they want to gauge the appropriateness of this, given their target market and whether this will boost sales. **Marketing objectives** 1. To increase numbers of repeat customers over a six-month period 2. To increase sales over a six-month period **Budget** They are willing to spend £50 on undertaking this research. They have asked if you can help by undertaking market research and analysing the results.

Task	You are to conduct some market research for your selected local start-up business. The purpose of the research is to obtain sufficient data to help the business launch their social media page successfully. The first part of your task is to plan your research: • Set out your research objectives, taking into consideration the target market. • Determine the data that is to be collected. • Determine the methods you can use, including at least two types of secondary research and two types of primary research. The second part of your task is to conduct the primary and secondary research in order to meet the marketing objectives: • You will need to include your research findings in an appendix in your electronic portfolio. • You need to analyse the reasons why you selected the primary and secondary research that you have undertaken, and the

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	significance of these in meeting the marketing objectives, considering your target market.
	The third part of your task is to interpret your primary and secondary research findings, making suggestions to meet the marketing objectives: • Present your primary and secondary research findings in different formats. These could include graphs, tables, scatter diagrams, identifying trends, reports, etc. • Analyse your findings using statistical techniques, e.g. mean, mode, median, range. • Consider the value of the information you have gathered and comment on the confidence levels, considering bias, accuracy, reliability, etc. The fourth part of your task is to evaluate the effectiveness of your primary and secondary research, considering the positives and negatives: • Use your data to conclude by justifying changes that should be made to the market research activities that you have undertaken. Make detailed and justified suggestions, using the complex data analysis you have undertaken on the appropriateness of the loyalty scheme. Do you have any other suggestions in order to meet their marketing objectives, based on your primary and secondary research data findings and analysis?
Checklist of evidence required	Electronic portfolio, including: • market research plan • primary research findings • secondary research findings • analysis of selection of research activities • analysis and interpretation of research, including statistical techniques • presentation of research findings in different formats • evaluation with justified suggestions.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
13/B.D2	Evaluate the effectiveness of the research, justifying changes that should be made to market research activities.
13/C.D3	Make justified suggestions to meet the specific marketing objectives, using complex data effectively to validate findings.
13/B.M2	Analyse the reasons for the chosen market research activities in meeting the selected marketing objectives.
13/C.M3	Analyse the findings of the market research activities using statistical techniques and comment on confidence levels making detailed suggestions to meet the specific marketing objectives for a start-up business.
13/B.P2	Conduct secondary market research activities for selected marketing objectives.
12/B.P3	Conduct primary market research activities for selected marketing objectives.

12/C.P4	Interpret findings from the market research activities undertaken, making suggestions to meet the specific marketing objectives for a start-up business.
12/C.P5	Present findings from the market research activities in different formats.
Sources of information to support you with this Assignment	**Websites** We are committed to ensuring that teachers/tutors and learners have a choice of resources to support their teaching and study. We would encourage them to use relevant resources for their local area, such as local employers, newspapers and council websites. www.thebalance.com/market-research-4073996 www.allbusiness.com/the-five-basic-methods-of-market-research-1287-1.html